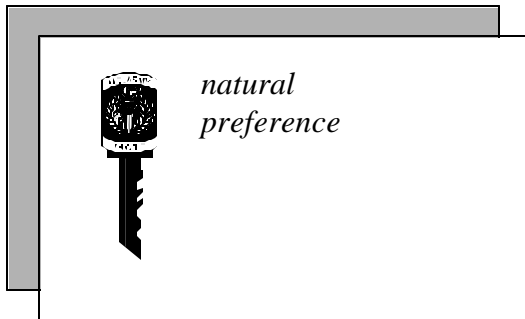


LESSON 2: APPRECIATING DIVERSITY THROUGH WINNING COLORS



INTRODUCTION

Understanding yourself is an important aspect of creating a successful and happy life. It is also essential to develop your awareness of others, to become sensitive to the differences and similarities between us all.

WE'RE ALL DIFFERENT



People become emotionally attached to those behaviors that nature and nurture first exposed them. This principle is crucial to your understanding of how to communicate effectively, and this is the first clue in understanding the make-up of anyone's "comfort zone."

When you have identified the present strength of the behavioral clusters of yourself or another, you have targeted this comfort zone. Generally people are more at ease if allowed to communicate within their individual comfort zones.

Asking or expecting others to behave outside their comfort zone is as hard on them as believing for yourself that you should be good at something you've never learned. Remember, though, even an old dog can learn new tricks!

SEEK FIRST TO UNDERSTAND

Beware of assuming that a behavior that is **natural** for you will be so for others. This assumption can lead to unreasonable expectations of others and unnecessary frustration for yourself. Instead, try to keep in mind that others might be approaching things a little differently.

EFFECTIVE COMMUNICATION

Developing awareness of others can help you to become a more effective communicator. By having insight into another's **preferences**, you may be able to adapt your personal communication skills and your behavior in such a way that they are more likely to hear, understand, and respond in a positive way. It's because you're "speaking their language" and what you say makes sense to them. When you speak out of a completely different behavioral style, you're much more likely to encounter resistance.

WINNING COLORS® POWER WORDS

It has been found through years of research that certain words affect people differently. Through word association discoveries, it has been found that the mere

mention of a particular word produces tension in certain individuals. This is the basis of the lie detector test. When a question is asked, the person becomes emotionally involved and begins to perspire.



When you speak with a person with Planner behaviors, you succeed by using Planner power words. The same is true if you wish to communicate successfully with those inclined to Builder behaviors, etc.

Below is a list of words and phrases for each Winning Colors® behavior cluster. After identifying an individual's natural "cluster," use the list to help you communicate effectively with him or her.

Your Planner Power Words

- Changing and improving
- Analyzing
- Being my best
- Dreaming
- Caring
- Inner life
- Thinking
- Inventing
- Knowing more

- Exactness
- Planning
- Revolution
- Knowing the future
- Freedom of thought

Your Builder Power Words

- Always leading people
- Power
- Results
- Responsible
- Duty
- Tradition
- Money
- Be prepared
- I give directions
- Do it my way
- I like to get things done now

Your Adventurer Power Words

- Test the limits
- Do it now
- Excitement
- Fast machines
- Fun
- Doing
- Action
- Risk
- Challenge
- Act and perform
- Freedom

Your Relater Power Words

- Always liking to be with people
- Hugs are special when I choose
- Friendly
- Giving
- I see everything
- Romantic
- Let's get along with each other
- Wanting people to like me

CONCLUSION

Being aware of what motivates people is worth your time and attention. The information and insight you gain can help you be more effective in all your relationships.

You have been given words and behaviors that will assist you in having the best possible success as a leader or communicator with others once you have identified their comfort zones.

Think when it is time to think (Planner — green), decide when it time to decide (Builder — brown), feel when it is time to feel (Relater — blue), and act when it is time to act (Adventurer — red).